	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**	**DOCUMENT CODE** CUD/COMMUNICATION SCIENCE/S1/1530113/2023

COURSE UNIT DESCRIPTION (CUD)

COURSE UNIT (CU) & CODE: Sociology of Communication	**COURSE UNIT CLUSTER (CUC):** Communication Science	**ECTS CREDITS ALLOCATED:** T = 4.8 P = -	**SEMESTER:** 3rd
LANGUAGE OF INSTRUCTION: Bahasa Indonesia	**COURSE UNIT TYPE:** Compulsory	**DATE CREATED:** 24/01/2023	**Level of course unit (according to EQF):** Level 6 First Cycle Bachelor

AUTHORIZED	**LECTURER OF CUD CREATOR:** Dr.Retno Hendariningrum	**CUC COORDINATOR:**	**COORDINATOR STUDY PROGRAM:**  ARIF WIBAWA

Learning Outcome (LO)	**Program Learning Outcome in Course Unit (PLO-CU)**	
	A2	Play a role as a citizen with social sensitivity, nationalism, and responsibility towards the country, nation, and profession, while respecting cultural and religious diversity to enhance the quality of life based on Pancasila (LO2).
	K2	Explain the scope, nature, order, and methods of communication as the foundation for executing tasks in practical communication (LO8).

	GS3	Able to produce independent and group performance of high quality in accordance with standards and ethics of communication (LO5).
	SS3	Create journalistic, broadcasting, and marketing communication works based on ethical codes (LO12).

Course Description

The Sociology of Communication is an interdisciplinary course that explores the complex relationship between society and communication processes. Drawing from sociological theories and concepts, this course examines how communication shapes and is shaped by social structures, institutions, and processes. Students will explore various sociological perspectives on communication, including symbolic interactionism, social constructionism, and critical theory, to gain a deeper understanding of the role of communication in society.

Learning Objectives

By the end of this course, students will be able to:

1. Understand and explain key sociological theories and concepts related to communication.
2. Analyze the social and cultural influences on communication processes.
3. Evaluate the impact of communication on social structures, institutions, and processes.
4. Apply sociological perspectives to analyze and interpret real-world communication phenomena.
5. Develop critical thinking and analytical skills through the examination of sociological research on communication.

Course Structure

This course will be delivered through a combination of lectures, discussions, group activities, and multimedia presentations. Students are expected to actively participate in class discussions and engage with the assigned readings.

Week 1: Students can explain Introduction to Sociology of Communication

- Overview of the course

- Introduction to sociological perspectives on Communication
- Understanding the relationship between society and communication

Week 2: Students can explain Sociological Theories of Communication

- Symbolic interactionism and communication
- Social Constructionism and the social construction of Reality
- Critical theory and communication

Week 3: Students can explain Social Structures and Communication

- Social stratification and communication
- Gender and communication
- Race, ethnicity, and communication

Week 4: Students can explain Media and Communication

- Media as social institutions
- Media Effects and Socialization
- Media ownership and control

Week 5: Students can explain Public Sphere and Democracy

- Habermas' theory of the public sphere
- Media and Democracy
- Social media and the public sphere

Week 6: Students can explain Globalization and Communication

- Global media and cultural imperialism
- Transnational communication and flows of information
- Media and globalization

Week 7: Students can explain Power and Resistance in Communication

- Power and communication
- Media activism and social movements
- Counterpublics and alternative media

Week 8: MID TEST

Week 9: Students can explain Technology and Communication

- Digital media and social interaction
- Social networking and online communities
- Surveillance and privacy

Week 10: Students can explain Mass Media and Popular Culture

- Mass media and cultural hegemony
- Media Representations and Stereotypes
- Popular culture and Consumerism

Week 11: Students can explain Communication in Organizations

- Organizational communication and bureaucracy
- Power dynamics in organizations
- Communication and organizational change

Week 12: Students can explain Communication and Social Movements

- Communication strategies in social movements
- Media coverage of social movements
- Online activism and hashtag activism

Week 13: Students can explain Global Communication and Development

- Communication and development theories
- Media and social change in developing countries

- Digital divide and access to information

Week 14: Students can explain Social Media and Identity

- Self-presentation and identity construction on social media
- Online communities and virtual identities
- Social media and personal relationships

Week 15: Students can explain Social Networks and Social Capital

- Social networks and social capital
- Online social networks and social support
- Social media and social capital

Week 16: FINAL TEST

Grading

- Class participation: 10%
- Quizzes and assignments: 30%
- Midterm exam: 30%
- Final written assignment or exam: 30%

References

Required Textbook

- Giddens, A., Duneier, M., Appelbaum, R. P., & Carr, D. (2020). *Introduction to Sociology*. W. W. Norton & Company.

Additional Readings

- McQuail, D. (2010). *McQuail's Mass Communication Theory*. Sage Publications.
- Castells, M. (2010). *Communication Power*. Oxford University Press.
- Habermas, J. (1989). *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*. MIT Press.
- Gitlin, T. (2003). *The Whole World Is Watching: Mass Media in the Making and Unmaking of the New Left*. University of California Press.
- Couldry, N. (2012). *Media, Society, World: Social Theory and Digital Media Practice*. Polity Press.